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Canners' Labeling Cited to Weights and Measures Group

In his desire to serve the consumer the canner furnishes information on the label of the can or jar that is far in excess of what is required by law.

This is the canning industry's "Descriptive Labeling Program," as described by George E. Steele, Jr., of the N.C.A. staff in an address at the annual conference of the Pennsylvania Association Inspectors of Weights and Measures, in Philadelphia September 27.

In addition to describing the optional information canners add to labels, Mr. Steele told how labels protect consumers. He stressed the fact that a can of food may be offered for sale only if the food is pure and wholesome and the container made of safe material. The consumer may read the label with that assurance, and go on from there, he stated.

As an example of good descriptive labeling, Mr. Steele showed a label for a simple product, canned beets. Law requires that a label for such a product list the product name, the name and address of the packer and the net contents of the can. But, he added, N.C.A. recommends that canners make use of descriptive labeling to give consumers as much more help as possible. Most labels go well beyond the legal requirements and include a good product picture, a brand name to facilitate identification by consumers, and facts about product size, color, seasonings, number of servings and cups, and often a recipe panel with serving suggestions.

For more complicated products, labels also present information about product variety, style or packing medium—the fact that corn is whole-kernel or cream-style, for example—and an ingredient list, unless a standard of identity for the product has been established.

As for label information about flavor, Mr. Steele had this to say: "As there is no unanimity about flavor, the canning industry feels that it is unwise and misleading to establish or indicate what may be presumed to be general preferences. Most canners

agree that it is more useful to state physical characteristics of products which can be objectively and scientifically measured and let each purchaser make her own selection. By the use of descriptive labeling, canners try to tell the consumer exactly what she is getting when she buys a can or jar of food. Knowing the size of her family, the use she intends to make of the food, her budget and her family's tastes, she can be sure of buying exactly what she wants when she uses label information as her guide."

A press release reporting these highlights of Mr. Steele's remarks was distributed by the N.C.A. Information Division to 264 newspapers and 182 radio-TV stations in Pennsylvania and to the national and local wire services and the trade papers.

Canning Crops Contest Deadline

Canners' fieldmen are reminded that October 28 is the deadline for completed report forms for entrance in the Canning Crops Contest. Canners are urged to pass this reminder on to their respective entrants.

This was the lead item in *Canning Crops Contest News*, mailed this week to N.C.A. fieldmen, state secretaries, members of the N.C.A. Raw Products Committee and its research subcommittee.

The Canning Crops Contest is conducted annually under joint sponsorship of N.C.A. and the National Junior Vegetable Growers Association, as one of the projects in the Consumer and Trade Relations Program. Indications from NJVGA headquarters are that more than 400 youngsters representing 18 states are enrolled in the 1961 contest.

Other items in the current issue of *Canning Crops Contest News* suggest that state secretaries check their lists of known enrollees with state lists sent them by NJVGA and report discrepancies immediately, and enumerate the program and reservation details for the forthcoming annual convention of NJVGA in Detroit, December 3-7.

N.C.A. Maintaining Activity in Civil Defense Programs

With the Department of Defense now in charge of shelters and their food supply, Executive Vice President Milan D. Smith has asked Stuart L. Pittman, newly appointed Assistant Secretary of Defense for Civil Defense, for an early appointment to enable N.C.A. to maintain its close contact with civil defense activities.

In a letter on September 27, Mr. Smith pointed out that the canning industry, through N.C.A., has worked closely with civil defense authorities ever since the official tests in 1955 established canned foods as suitable and essential emergency foods. "We wish to continue this close cooperation, particularly since in recent months our staff and public relations counsel have been working with various personnel of OCDM on both industrial and home shelter provisioning ideas and have certain projects in being."

The "projects in being" Mr. Smith refers to include the plan for an industrial shelter worked out in cooperation with the New Jersey Bell Telephone Company, and a rough outline of a consumer leaflet that would post householders on what foods they need for their shelters.

A unique feature of the New Jersey Bell program is that the emergency shelter foods need not go into dead storage against the fatal day of attack. If a firm has an in-plant feeding operation, the emergency supplies can be budgeted through that account and the foods rotated at intervals in and out of the shelter into the company cafeteria program, under direction of the food management staff. This feature, and other details, were explained to the N.C.A. Board of Directors, by James C. Scully, who has been consultant to the N.C.A. Consumer and Trade Relations Committee, through Dudley-Anderson-Yutzy, public relations counsel on the C. & T. R. Program (see INFORMATION LETTER of May 24, pp. 174-177).

The New Jersey Bell plan will be aired October 6 at a meeting in Endicott, N. Y., of a group of other large industrial firms interested in the same combination of in-plant feeding with emergency shelter stocking. The plan

has been under study in the offices of OCDM and has been passed on for consideration by Mr. Pittman's office, which now has charge of foods for shelters. It is N.C.A.'s hope that it might become the prototype for an official recommendation by the Department of Defense regarding all company and industrial shelters, since almost 70 percent of the food supply would be canned items.

There have been other civil defense activities by the staff and the agency during 1961, before and after the world situation focussed public attention on fallout shelters. There was, for example:

The shelter exhibit, and accompanying publicity, during the January Convention in Chicago, and subsequent use of the exhibit (see story below).

Assistance by both staff and agency personnel to publications carrying civil defense features, notably *Life's* September 14 issue.

Issuance by the N.C.A. Laboratories of a bulletin on canned water (see INFORMATION LETTER of September 16, page 247).

An editorial just placed by the Information Division with a news syndicate that serves more than 1,000 "grass-roots" newspapers, mostly weeklies. The first set of clippings came in this week indicating use so far by 23 papers in 14 states.

Preparation in the D-A-Y office of an in-plant civil defense program, one for restaurant and hotel operators, and the consumer leaflet. These will be considered by the C. & T. R. Committee at their October 11-12 meeting in New York City, and the entire matter of N.C.A. effort and activity in civil defense will be up for decision.

N.C.A. Exhibits Canned Foods in Fallout Shelter Display

The N.C.A. exhibit of recommended canned foods for fall-out shelters was given its fourth exposure to the public, starting September 28, when it went on view at the National Housing Center, Washington, D. C., for a continuous, daily 2-month period.

This is the exhibit of a two-weeks emergency supply, displayed in collaboration with federal and state civil defense agencies during the Cannery Convention in Chicago. It was worked out by the Information Division and the N.C.A. Research Laboratories from Civil Defense specifications and widely publicized during the Convention.

Since then it has been borrowed for the Annual Meeting of the Institute of

Food Technologists, at New York City in May and the American Home Economics Association Convention at Cleveland in June.

In Washington the cans of various foods, generically labeled, are displayed as part of the emergency supply in a mock-up shelter. Fred van Horsten-Krause, who handled the design and engineering of the original display, has worked with representatives of the American Home Economics Association, who are in charge of equipping the shelter.

The Board of Trustees of the National Housing Center, operated by the National Association of Home Builders, staged a press preview to launch the exhibit September 28, with N.C.A. staff representatives present. It is expected that the prominence and essentiality of canned foods as part of shelter emergency supplies will be registered with several thousand of public visitors during the next two months.

Food and Container Institute

H. R. 8302, making appropriations for the Department of Defense for military construction in fiscal year 1962, was signed by the President September 26 and is P.L. 87-302.

The conference report on the bill contained a statement of the managers on the part of the House which said, in part:

"The conferees have approved \$3,812,000 for the Quartermaster Research and Development Center, Natick, Mass., as proposed by the Senate, with the understanding that no part of these funds shall be obligated until specific approval has been obtained from the Committees on Appropriations of the House of Representatives and the Senate. Prior to requesting such approval, the Secretary of Defense is expected to conduct a fair and impartial study of the proposed move of the Food and Container Institute from Chicago, Ill., to the Quartermaster Research and Development Center, Natick, Mass. Detailed analysis should be made of other possible solutions to the provision of adequate facilities for the Food and Container Institute including continuation of this function in the Chicago area at the present site or other locations that might be available from governmental or private sources. Adequate time should be allowed for the proper presentation and impartial analysis of proposals from responsible interested groups in the Chicago area."

Bill to Provide Loans for Expansion of Cooperatives

Senators Humphrey (Minn.) and Douglas (Ill.) have introduced a bill, S. 2630, which would provide for long-term federal loans to cooperatives to finance "storage, processing, fabrication, packaging, transportation, marketing, and distribution of agricultural commodities."

The bill would be cited as the "Food and Fiber Development Loan Act." Following is its declaration of purpose:

"The Congress declares that the raising of farm income and the reduction in price of agricultural products to the ultimate consumer are vital to the best interests of the United States; that progress toward both objectives can be made if farmers and consumers engage cooperatively in activities to integrate food and fiber operations from initial source of supply to ultimate consumption; that such cooperative activities can provide the competitive means and yardstick measurements to assure more efficient and less costly operations in the processing and distribution fields; that a prime requisite to these activities is the availability of adequate financial resources; and that the federal government should help make such resources available at reasonable rates and with fairness to all interested groups."

In explaining the bill on the Senate floor, Senator Humphrey stated that the loans would be for a maximum term of 40 years and would be made at a rate of interest equal to the current average yield on all outstanding marketable obligations of the United States, plus one-half of 1 percent a year to cover administrative costs. Funds for the program would be authorized in an amount not to exceed \$250 million.

Parade

Beth Merriman, food editor, features canned pears in her article, "A candy-like pear dessert," in the September 24 issue of *Parade* magazine.

Miss Merriman says, "It's not really a pie, nor is it a pudding, but Crunchy Pear Dessert combines the best features of both and is truly superlative. Line a pie pan with a mixture that is almost like candy—sweet, crunchy and rich. Fill with a smooth custard, swirl on whipped cream with a lavish hand, crown with a circle of plump pear halves dipped in cinnamon and sugar."

Legislative Proposals in the 87th Congress

The first session of the 87th Congress adjourned *sine die* on September 27. The second session will convene at noon January 10, 1962. Bills pending at the time of adjournment will remain in their current status until the opening of the second session. Some of the bills which may be of interest to canners are described below, together with a report of the action, if any, which has been taken on these proposals. (Numbers of bills and the committees to which they have been referred are shown in *italics*.)

Antitrust Laws

S. 11 (Kefauver) would amend the Clayton Act, as amended by the Robinson-Patman Act, to restrict the "good faith" defense against a charge of price discrimination; *Judiciary*.

H.R. 2882 (Celler) and similar bills to require prior notification of corporate mergers and acquisitions, were the subject of hearings in April and May by the *Antitrust Subcommittee*.

H.R. 127 (Patman), to prohibit sales "at an unreasonably low price," and *H.R. 8830* (Steed), to provide for the issuance of temporary cease and desist orders to prevent certain acts and practices pending completion of FTC proceedings, as well as other pending bills on these subjects, were the subject of hearings Aug. 22-23 by the *Commerce Committee*.

Consumer Interests

S. 1688 (Kefauver et al.) would create a Department of Consumers to which would be transferred the FDA and certain components of the USDA, Labor Dept. and Commerce Dept.; *Government Operations*.

S. Res. 115 (Neuberger et al.) would create a Select Committee on Consumer Interests; *Government Operations*.

S. Res. 119 (Javits et al.) would establish a Select Committee on Consumers; *Banking*.

H. Res. 240 (Anfuso) and companion proposals to create a select committee "to conduct studies and investigations of the problems of consumers" were tabled July 19 by the *Rules Committee*.

Cooperatives

S. 2630 (Humphrey and Douglas), to authorize long-term loans to farmer and consumer cooperatives for the processing, storage, packaging, transportation, marketing, and distribution of agricultural commodities, was introduced Sept. 23; *Agriculture* (see story, page 256).

H.R. 5775 (Davis, Tenn.) would "provide tax equity through the taxation of cooperative corporations and

provide tax credits for recipients of dividends from genuine cooperatives;" *Ways and Means*.

Emergency Food Supplies

S. 2328 (Sparkman and Hill), to establish survival depots and stock them with canned foods and other items, is pending before the *Armed Services Committee*.

Factory Inspection

H.R. 1235 (Sullivan), to strengthen the factory inspection authority of the FDA, and for other purposes, is pending before the *Commerce Committee*.

Form Labor

H.R. 2010 (Gathings), to extend the Mexican farm labor program for two years, was passed by the Senate Sept. 23 and cleared for the President's signature. The N.C.A. filed statements in the House and Senate supporting the extension of the program.

Five bills by Senator Williams (N.J.) concerning domestic migratory farmworkers were passed by the Senate and referred to the House committees indicated:

S. 1123, to curtail the use of child labor in agriculture; *Labor*. A companion bill, *H.R. 8279* (Zelenko), is also pending before the Committee.

S. 1124, to provide federal assistance for improving educational opportunities for children and adults; *Labor*.

S. 1126, to require federal registration of contractors of migratory farmworkers; *Labor*. A companion bill, *H.R. 7812* (Zelenko), was reported to the House July 19 by the *Labor Committee*.

S. 1130, to authorize grants for improving health services for domestic migratory farmworkers; *Interstate*.

S. 1132, to establish a National Advisory Council on Migratory Labor; *Labor*.

Hearings on *S. 1129* (Williams, N.J.), to authorize the Secretary of Labor to regulate the recruitment, transportation and distribution of agricultural workers, were held May 17-18 by the *Senate Subcommittee on Migratory Labor*.

Hearings on *S. 1127* (Williams, N.J.) and *S. 1249* (Holland) to help provide housing for domestic farm labor, were held May 31 and June 1 by the *Senate Subcommittee on Housing*.

Fishery Products

S. 901 (Magnuson) to establish a national 10-year program of oceanographic research and surveys, was passed by the Senate, with amendments, July 28 and has been referred to the *Fisheries Committee*. The N.C.A. testified March 17 in support of the bill's objectives. *H.R. 4276* (Geo. P. Miller, Calif.), to estab-

lish a National Oceanographic Council, was the subject of hearings June 19-23 by the *House Subcommittee on Oceanography*. The N.C.A. submitted a statement in support of the bill's objectives.

H.R. 6845 (Geo. P. Miller), to expand the functions of the Coast Guard to include oceanographic research, was passed by the House Sept. 21 and cleared for the President's signature.

S. 1230 (Gruening et al.), to re-appoint Saltonstall-Kennedy funds and provide additional federal assistance to the states for rehabilitation and development of fishery resources, was the subject of a hearing June 15 by the *Commerce Committee*. *H.R. 6892* (Colmer), a companion bill, is pending before the *Subcommittee on Fisheries*.

S. 2568 (Magnuson), to extend the regulatory authority of the federal and state agencies concerned under the terms of the Convention for the Establishment of the Inter-American Tropical Tuna Commission, was introduced Sept. 18; *Commerce*.

H.R. 6168 (Boggs) and companion bills to impose a duty on shrimps and provide for duty-free entry of unprocessed shrimps on a quota basis, were the subject of a hearing Aug. 8 by the *Ways and Means Committee*.

Tariffs and Trade

H.R. 9189 (Mills), to implement the proposed revised tariff schedules, as proposed by the Tariff Commission, was approved by the *House Ways and Means Committee* Sept. 14 and ordered reported.

H.R. 7692 (Herlong), to require certain new packages of imported articles to be marked so as to indicate their countries of origin, was passed by the House Sept. 7; *Finance*.

H.R. 9375 (Kilgore), to provide disaster loans to fishing vessel owners and operators adversely affected by failure of the fishery resources, was introduced Sept. 22; *Fisheries*.

H.R. 9328 (Everett) and *H.R. 9417* (Henderson) would establish a tariff rate of 100 percent ad valorem on strawberries in all forms, in addition to any other duty presently assessed on such products; *Ways and Means*.

Taxation of Interstate Commerce

H.R. 4363 (Willis) would require the Congress to make a study of "all matters pertaining to the taxation of interstate commerce" by the states, territories, and possessions of the U. S., the District of Columbia, Puerto Rico, or their political or taxing subdivisions; *Judiciary*.

Wages and Hours

S. 2642 (Engle), to repeal the minimum wage exemption for canners located in the "area of production," was introduced Sept. 26; *Labor*.

Industry Groups To Promote Canned Fruit Luncheon Plate

In a promotional drive directed at the nation's public eating places, food brokers will soon be promoting a new Canned Fruit Luncheon Plate. Conceived by NFBA's Canned Foods Committee, the promotion has been several years in the making. With the acceptance of the idea by the Cling Peach Advisory Board, it is being launched this month by the Board and will be a key industry promotion throughout 1962.

In its work on the promotion, the NFBA Committee pointed out that canned fruit products provide an outstanding story of quality, convenience, and profit for institutional operators. The goal is to make the Canned Fruit Luncheon Plate a regular feature on every menu in the country—and also to increase its use in the home.

The Cling Peach Advisory Board developed a special full color preparation card for use by chefs and menu planners. Also, it is making available special menu clip-ons featuring the plate. Although the drive is sponsored by the Board, the luncheon plate features many canned fruits in addition to canned cling peaches. It is expected to become one of the nation's favorite dishes because of its attractive appearance and refreshing, satisfying flavor.

The NFBA Canned Foods Committee has called on all NFBA members to tie in with the special industry-wide promotion. Display and promotional material for broker and wholesaler salesmen are available. Materials and information can be obtained from local food brokers or from the Cling Peach Advisory Board, 153 Market St., San Francisco 5, Calif.

It was reported by the military that they have a number of subsistence items scheduled for testing in the freeze-dried state during the next year. Once the tests have been completed with satisfactory results the items approved will be purchased as standard subsistence items.

Proceedings of the meeting will be available some time after December 1.

Meat Canned in August

under Federal Inspection
(Meat Inspection Division of ARS)

	3 Lbs. & over	Under 3 Lbs.	Total
	(thousands of pounds)		
Luncheon meat.....	14,311	12,025	26,336
Canned hams.....	18,924	545	19,469
Beef hash.....	440	7,172	7,612
Chili con carne.....	828	17,067	17,925
Vienna sausage.....	480	5,414	5,894
Frankfurters and wieners in brine.....	9	92	101
Deviled ham.....	0	1,340	1,340
Other potted and deviled meat products.....	3	3,849	3,852
Tamales.....	304	3,596	3,870
Blind, dried beef.....	30	303	333
Chopped beef.....	5	501	506
Meat stew.....	288	7,060	7,348
Spaghetti meat products	409	11,111	11,520
Tongue (not pickled).....	33	105	138
Vinegar pickled products	875	1,535	2,410
Sausage.....	0	491	491
Hamburger.....	871	6,811	7,682
Soups.....	1,842	37,520	39,362
Sausage in oil.....	398	233	630
Tripe.....	0	309	309
Brains.....	0	101	101
Loins and picnics.....	3,119	126	3,245
All other products 20% or more meat.....	1,084	6,105	7,189
All other products less than 20% meat (except soup).....	1,433	24,977	26,411
Total.....	45,686	148,596	194,282

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 200,937,000 pounds.

Sanitarians Told of Industry Activity for the Consumer

At the national convention of the Institute of Sanitation Management, Dr. Ira Somers, Director of the N.C.A. Research Laboratories, discussed the N.C.A. programs which over the years have assured the consumer of wholesome, good quality, and informatively labeled canned foods.

This presentation included a review of the activities of several N.C.A. Divisions. These were discussed under the following headings: N.C.A. Protective Screen Program, the National Canners Association's Sanitation Program, Processing and Safety of Canned Foods, Canned Foods in the Nutritional Spotlight, and Presenting Canned Foods to the Consumer.

Sugar Quotas for 1962

USDA has announced in the *Federal Register* of September 26 that it is considering a determination of sugar requirements for the calendar year 1962 at 9,500,000 short tons, raw value.

On the basis of sugar consumption during the first 10 months of 1961 and allowing for increased consumption due to population growth and refining losses, "the quantity of sugar needed in the calendar year 1962 is expected to be not less than 9,700,000 short tons, raw value," USDA said.

However, because of declines in prices for sugar "it appears desirable to limit 1962 supplies somewhat below anticipated minimum needs in order to achieve prices which will fairly and equitably maintain and protect the welfare of the domestic sugar industry."

Research Associates Discuss Packaging and Processing

Two main topics discussed at the Research and Development Associates meeting September 26-27 were flexible packaging and freeze-drying of food. Substantial progress was reported in both fields, according to Dr. Ira Somers, who represented the N.C.A. at the meeting. While the main emphasis was on military application of these techniques, the potentials for civilian use were suggested.

According to military reports, flexible packages will withstand considerable abuse. The problems of obtaining an adequate process for products in these packages was discussed by several speakers.

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